

Research hypotheses:

**H1:** There is a relationship between the perception of being damaged due to wars and having a negative bias

**H2:** There is a relationship between the state of traveling for tourism purposes and negative attitudes and thoughts

Intentional sampling method was preferred in the study. In order to measure the level of tourism's positive impact on the peace environment by affecting international social relations, a scale was prepared for the first time to be used in this study by the researchers of this study. The scale carries out analyses to determine whether the communities of the countries involved in the first and second world wars have prejudice against each other due to the perception of being damaged in wars and whether they have travelled to each other's countries for tourism purposes, and whether the existing negative attitudes and thoughts are affected after the travel situation.

It is important to explain what “negative prejudice” and “current negative attitudes and thoughts” express in this study in terms of the perception of the study. The concept of prejudice is defined in the literature as antipathy based on generalizations arising from inelastic and erroneous thought structures, negative and rigid tendencies towards those who are different, negative attitudes towards those who are not like them or not from them (Allport, 1979: 10; Milner 1983: 5; Aboud, 1988: 4, Fishbein, 1996: 5). In this study, within the prejudice variable, a measurement was made to determine whether the communities of the warring countries "had any prejudice about the other party before" with the effect of the perception of being harmed from each other. In addition, a measurement was made to determine “the existence of negative attitudes and thoughts about each other”. The variable of traveling for tourism purposes was included in the study in order to determine whether it caused changes between the two situations.

The scale was initially prepared in Turkish and translated into Russian, German, Greek, English, French and Italian. The survey was primarily applied to a total of 90 citizens of 9 different countries which joined the First and Second World Wars (USA, Russia, Germany, Greece, England, France, Italy, Austria, Turkey) and it was confirmed that the participants understood the questions correctly. The surveys were then implemented in these 9 countries, and a total of 1826 surveys were included in the data analysis. The implementation and collection of surveys spanned a total of 8 months, from December 2018 to July 2019. Time and cost constraints and application being carried out in 9 different countries made the data collection process difficult. The questionnaires were applied to the participants face to face.

The questionnaires were applied only in the countries participating in the First and Second World Wars and among the countries that have the opportunity to conduct surveys from these countries. Therefore, the evaluations to be made have validity only in the causality of these two wars. Evaluations of individuals likely to be influenced by other conflict and war environments that have arisen for different social, economic, ethnic or political reasons can be considered as the subject of another study. The percentage distribution of the 1826 surveys in 9 different countries ranges from 10% to 12% of the total number of surveys. A close number of surveys were obtained from each surveyed country. Considering the population of the countries, although the number of surveys is not sufficient to generalize in terms of countries, it is important in terms of contributing to obtaining information and interpreting this information.

### Analysis and Findings

When Table 1, which includes the findings regarding the demographic characteristics of the participants, it is seen that 37% of the participants were born between 1978 and 1994 and 57.4% were women. At the same time, almost equal percentages of participants are citizens of the countries such as U.S.A., Russia, Germany, Greece, England, France, Italy, Austria and Turkey. However, the countries of all participants took part in the 1st or 2nd World Wars.

**Table 1.** Findings Regarding Demographic Features of Participants

Country of nationality	n	%	Generations	n	%
USA	201	11,0	1945-1964 (Baby boom generation)	121	6,6
Russia	192	10,5	1965-1980 (Generation X)	576	31,5
Germany	208	11,4	1981-1996 (Generation Y)	675	37,0

Greece	221	12,1	1997-2012 (Generation Z)	454	24,9
England	197	10,8	<b>Total</b>	<b>1826</b>	<b>100,0</b>
France	191	10,5	<b>Gender</b>	<b>n</b>	<b>%</b>
Italy	203	11,1	Female	1049	57,4
Austria	211	11,6	Male	777	42,6
Turkey	202	11,1	<b>Total</b>	<b>1826</b>	<b>100,0</b>
<b>Total</b>	<b>1826</b>	<b>100,0</b>			

When Table 2, in which the average values of the variables used in the study are given, it can be stated that the average of the other variables is medium except for the ongoing situation and the prejudice variable. It has been determined that the level of prejudice and ongoing status is low. At the same time, the reliability levels of the research variables were determined to be high.

**Table 2.** Average and Reliability (Cronbach's Alpha) Values for Variables

Variables	N	Cronbach's Alpha	Min.	Max.	Mean	Std. Dev.
Perception of being damaged in wars	1826	,821	1,00	5,00	3,2010	,94121
Having a negative bias	1826	,873	1,00	5,00	2,4921	1,14441
Travel status for tourism purposes	1826	,893	1,00	5,00	3,2297	1,25313
Current negative attitudes and thoughts	1826	,847	1,00	5,00	2,5690	1,18733

Correlation analysis results for determining the relationships between the variables are given in table 3. According to the results of the analysis, there is a positive ( $r$ : ,165) and a meaningful relationship ( $p < .001$ ) between perception of being damaged in wars and having negative bias; A positive relation ( $r$ : ,242) and a meaningful relationship ( $p < .001$ ) were detected between the condition of being damaged in wars and negative attitudes and thoughts. However, there is a negative ( $r$ : -,060) and significant relationship ( $p < .005$ ) between the state of traveling and the current negative attitudes and thoughts; A positive ( $r$ : ,406) and significant relationship ( $p < .001$ ) was determined between negative bias and existing negative attitudes and thoughts. At the same time, there is a negative relationship ( $r$ : -,203) and a significant relationship ( $p < .001$ ) between perception of being damaged in wars and traveling.

**Table 3.** Correlation Analysis Results Intended to Determine Relationships between Variables

Variables	1	2	3	4
Perception of being damaged in wars	1			
Having a negative bias	,165**	1		
Travel status for tourism purposes	-,203**	-,351**	1	
Current negative attitudes and thoughts	,242**	,406**	-,060*	1

\*. Correlation is significant at the 0.05 level (2-tailed). \*\*. Correlation is significant at the 0.01 level (2-tailed).

In order to investigate the presence of the normal distribution state, the skewness and kurtosis values of the research variables were examined. In cases where the values of skewness and kurtosis are between +1 and 1 on a variable basis, the data is considered to be suitable for normal distribution (Hair et al. 2010: 541-547; Tabashnick and Fidell 2012: 147). When the research variables were examined, it was observed that the relevant conditions were met in general, and the kurtosis value for the two variables was slightly outside the desired range. At this point, Hair et al. emphasized that as the sample number increases, the sample error will decrease and the statistical power will increase, although it is not excessively distant from the relevant values in more than 200 samples, the abnormal distribution situation is tolerable (Hair et al. 2010: 541- 547). In addition, George and Maller suggest that the range of -2 and +2 is acceptable for normal distribution for skewness and kurtosis values (George and Maller, 2016: 114). When examined in terms of multiple normal distribution, Hair et al. stated that there was no problem in terms of multiple normal distribution in the samples with at least 15 participants' data per parameter (Hair et al. 2010: 541-547). As seen in Table 4, it was observed that the data of the research variables were in accordance with the multiple normal distribution assumption in terms of the specified criteria.

**Table 4.** Multiple Normality Values

Variable	Skewness	Standard Error	Kurtosis	Standard Error
Perception of being damaged in wars	-0,418	0,057	-0,620	0,114
Negative bias status	-0,985	0,057	-0,501	0,114
Travel status for tourism purposes	-0,587	0,057	-1,197	0,114
Current negative attitudes and thoughts	0,361	0,057	-1,329	0,114

The results of the regression analysis regarding the effect of the perception of being damaged in wars on the negative prejudice status are given in Table 5. According to the results of the analysis, it is seen that the model established between the two variables is significant ( $F = 51,231$ ;  $p = 0,00$ ) and that the state of being involved in wars can explain 2.7% of the total variance on the negative prejudice. When the regression coefficients are analysed, it can be seen that a one-unit increase in warfare can cause an increase of 0.20 on the negative bias variable. According to these results, the H1 hypothesis developed in the research was supported.

**Table 5.** Regression Analysis for the Effect of Being Involved in Wars on the Negative Bias Status.

Model		Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance
		B	Standard Error	Beta		
1	Constant	1,849	,094	-	44,313	,000
	Perception of being damaged in wars	,201	,028	,165	7,158	,000
a. <b>The Dependent Variable: Having Negative Prejudice</b> ( $R = ,165$ ; $R^2 = ,027$ ; Adjusted $R^2 = ,027$ ; $F = 51,231$ ; $p = 0,000$ )						

When the table 6, where the results of the regression analysis for the effects of the people who have fought each other in the countries, having travelled to each other's countries for tourism purposes, on the current negative attitudes and thoughts are examined, the model is significant ( $F = 6,592$ ;  $p < 0,01$ ) and it is seen that the

state of having travelled for tourism purposes can explain the 0.04% change on the current negative attitudes and thoughts. When the regression coefficients are analysed, it might be seen that a one-unit increase in the status of traveling for tourism may cause a decrease of 0.027 on the existing negative attitudes and thoughts. According to these results, it is seen that the H2 hypothesis developed in the research is supported.

**Table 6.** Regression Analysis Regarding the Effect of Having Travelled for Tourism Purposes on Current Negative Attitudes and Thoughts

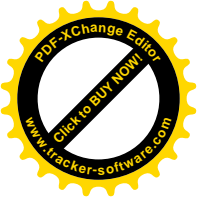
Model		Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance
		B	Standard Error	Beta		
1	Constant	2,753	,077	-	35,881	,000
	Travel Status for Tourism Purposes	-,057	,022	-,060	-2,567	,000
a. The Dependent Variable: Current Negative Attitudes and Thoughts (R= ,060; R <sup>2</sup> = ,004; Adjusted R <sup>2</sup> = ,003; F= 6,592; p= 0,010)						

Whether there is a difference between the demographic factors in the effect of the perception of being damaged in wars on the bias status and whether there is a difference between the demographic factors in the effect of the fact that the purpose of traveling for tourism purposes on the current negative attitudes and thoughts was examined through the beta coefficients and it was examined that there was no statistically significant difference or similarity between the generations in the relationship between variables. No evidence to support the H3 Hypothesis has been found.

**Table 7.** The State of Organizing Travel to Conflict Areas of the Companies in the Dynamics of Touristic Travel Movement

The state of organizing / selling international travel organizations	n	%
Yes	688	100
No	0	0
Total	688	100
The state of organizing / selling touristic travel to countries with war environment	n	%
Yes	0	0,00
No	688	0,00
Total	688	100
The state of organizing / selling touristic travel to countries where terrorist incidents take place	n	%
Yes	113	16,5
No	575	83,5
Total	688	100

In the survey application carried out on agencies that organize and sell international tour organizations in 9 different countries, all 688 tour operators and travel agencies participating in the survey organize international tours or act as tour operators organizing these organizations. All of the companies participating in



the survey stated that they do not organize touristic trips to the regions with war environment. 83.5% of the companies surveyed stated that they do not organize touristic trips to the regions where terrorist incidents take place. When detailed information is requested from the companies that organize tours to the regions where terrorist events take place, they stated that these tours are mostly carried out within the scope of business travel or that they organize tours to the places where there are no terrorist incidents in the relevant country. This stands out as a data against the ideas in the literature that tourism can be used as a means of creating peace in a conflict and war environment. It can be stated according to Table 7 that as a sector, tourism continues its movement in the absence of war and conflict.

## Conclusion and Suggestions

This study differs from other studies in similar field in terms of data collection method with the results and evaluations it presents in the light of quantitative data in the relationship between tourism and peace. In this study, it was aimed to explain the relations and interactions between tourism and peace in terms of international social relations. Correlation analysis results for determining the relationships between the variables show that the perception of being damaged in wars has an effect that will cause societies to make negative prejudices about each other. In other words, as people's perceptions that they are damaged by wars increase, the level of negative prejudice towards the societies of war countries increases. The reason for this effect is that, given the age of the participants and the dates of the wars, although the questionnaire may not have been caused by the harms that some of the respondents may have experienced in person, it can be assumed that they arise from the possible domestic stories are; true or false information obtained from written, visual or digital sources, etc. factors.

The fact that the people of the countries that have fought each other have travelled to these countries for tourism purposes has been found to have a negative effect on the existing negative attitudes and thoughts after these trips. In other words, when people from countries that have fought with each other travel to those countries, there is a decrease in the presence of existing negative attitudes and thoughts. In this case, it can be stated that the interaction of people helps to get to know each other and their culture, and the mutual understanding situation allows to soften the negative attitudes and thoughts. This supports the results of the study in the literature, where the Dutch and Moroccan societies have revealed inferences that they have created communications as a result of touristic visits, hospitality and well-being, and that they have reduced negative attitudes and thoughts, and the results of similar studies in this regard.

In the relationships between these variables, an analysis was made on the beta coefficients regarding whether there were significant similarities or differences between the demographic factors. As a result, no significant similarity or difference was found in the relationships between the variables in terms of demographic factors such as generation and gender evaluated within the scope of the research.

Although the data obtained at this point can be said to have a negative effect on the negative prejudices and attitudes among societies, it will be difficult to state that tourism and travel have a peaceful effect. In order to talk about the peace-creating effect of a variable, its applicability in the war environment must exist, but the applicability of tourism in the war environment is almost impossible. In order to reveal this situation more clearly, data was collected through a survey from agencies that organize and sell international tour organizations in 9 different countries. According to these data, all tour operators or travel agents participating in the survey stated that they did not organize organizations in the regions where there is a war environment. In this case, the idea of "tourism creates an environment of peace" in the literature remains uncertain without organizing tours and trips to regions where war and terrorist incidents take place.

Therefore, we cannot talk about the fact that the effect of tourism and the accompanying socio-cultural interaction and therefore the factors such as tolerance, understanding, coexistence, prejudice, negative attitudes and thoughts reducing the war environment into a medium of peace. It would be better to define these as a medicine with some kind of therapeutic feature, which could only be included in the post-war policies.

In the light of the results obtained from the research, it is one of the suggestions that tourism and travel phenomenon's' therapeutic features be mentioned among the policies of all states and international organizations. It should not be overlooked that tourism can be used as a constructive tool not only in the



regulation of post-war international social relations, but also in many parts of the world that are subject to terrorism and in reducing conflicts caused by marginalization.

In addition to the results and evaluations revealed by this study, it can be stated that it contributes to the literature by establishing a highly reliable and valid scale for researching the relationship between peace and tourism. As a continuation of this research, it may be suggested to investigate the following topics: Inter-communal prejudice within the framework of the historical proximity or distance of the events related to the conflict and wars, from which macro and micro reasons they emerged (e.g. economic rent conflicts, beliefs and conflicts with socio-cultural characteristics), whether the frequency level of negative attitudes and behaviours show a significant similarity or difference, and what different tools and policies can there be in terms of the characteristics of these similarities and differences.

## References

1. Aboud, F. E. (1988). *Children And Prejudice*. New York: Blackwell Publishing.
2. Ahıpaşaoğlu, H. S. ve İ. Arıkan (2003). *Seyahat İşletmeleri Yönetimi ve Ulaştırma Sistemleri*. Ankara: Detay Yayıncılık
3. Allport, G. W. (1979). *The Nature of Prejudice*. Cambridge, MA: Addison-Wesley
4. Anderson, M. (1999). *Do No Harm: How Aid Can Support Peace-or War*. Colorado: Kynne Rienner Publisher
5. Aydemir, E. (2016). *Dış Politikada Yumuşak Güç ve Medya*. İstanbul: Kalkedon Yayınları
6. Blainey, G. (1973). *The Causes of War*. New York: The Free Press
7. Barutçugil, İ. (1984). *Turizm İşletmeciliği*. Bursa: Uludağ Üniversitesi Basımevi
8. Cox, R. (1987). *Production, Power, and World Order: Social Forces in the Making of History*. New York: Columbia University Press
9. Creasy, S. (1915). *The Fifteen Decisive Battles of the World: From Marathon to Waterloo*. London: Oxford University Press
10. Desbiolles-Higgins, F. (2003). "Reconciliation Tourism: Tourism Healing Divided Societies". *Tourism Recreation Research*, 28:3, 35-44
11. Deutsch, K. (1968). *The Analysis of International Relations*. New Jersey: Prentice Hall
12. Donovan, A. (2003). *World Peace? A Work Based on Interviews with Foreign Diplomats*. New York: A. J. Donovan Pub.
13. Doyle, M. (2005). "Three Pillars of the Liberal Peace". *American Political Science Review*, 99:3, 463-466.
14. Fishbein, H. D. (1996). *Peer Prejudice and Discrimination: Evolutionary, Cultural, and Developmental Dynamics*. Boulder, C.O: Westview Press
15. George, D. ve P. Maller (2016). *IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference. Fourteenth Edition*, New York: Routledge Publishing
16. Gilpin, R. (1998). *The Theory of Hegemonic War*. New York: Cambridge University Press
17. Goeldner, C. R. (1989). "Tourism: A Vital for Peace". *Journal of Travel Research*, 27:44, 44-45
18. Gürdal, M. (1995). *Turizm Ulaştırması*. İzmir: Karınca Matbaası
19. Hair, J. F., W.C., Black, B.J. Babin, ve R.E. Anderson (2010). *Multivariate Data Analysis. Seventh Edition*. New Jersey: Prentice Hall





20. Hoffman, S., ve D. Fidler (1991). *Rousseau on International Relations*. Oxford: Oxford University Press.
21. Howard, M. (2001). *The Invention of Peace and the Reinvention of War*. London: Profile Books.
22. Howse, R. (2006). "Montesquieu on Commerce, Conquest, War, and Peace". *Brooklyn Journal of International Law*, 31, 693-708.
23. Jervis, R. (1998). *War and Misperception*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press
24. Kim Y. K ve J. L. Crompton (1990). "Role of Tourism in Unifying The Two Koreas". *Annals of Tourism Research*, 17:3, 353-366
25. Kozak, N., M. Akoğlan, M. Kozak (1997). *Genel Turizm İlkeler ve Kavramlar*. Ankara: Detay Yayıncılık
26. Levy, J. (1998). *Domestic Politics and War*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press
27. Linklater, A. (1982). *Men and Citizens in the Theory of International Relations*. Londra: Macmillan Publishing
28. Litvin S. (1998). "Tourism: The World's Peace Industry?". *Journal of Travel Research*, 37:1, 63-66
29. De Mesquita, B. B. (1998). *The Contribution of Expected Utility Theory to the Study of International Conflict*. R. Rotberg, ve T. Rabb içinde, *The Origin and Prevention of Major Wars*. New York: Cambridge University Press.
30. Milner, D. (1983). *Children and Race*. South Beverly Drive: Sage Publications
31. Morgenthau, H. (1949). *Politics Among Nations: The Struggle for Power and Peace*. New York: Alfred A. Knopf Pbl.
32. Murray, W. ve J. Lacey. (2009). *The Making of Peace: Rulers, States, and the Aftermath of War*. Cambridge: Cambridge University Press
33. Neupane, M. (2013). *Tourism as a Catalyst for Peace: an Analyzing the Bright Sides of Tourism in Nepal*. Centria Universtiy of Applied Sciences: Yüksek Lisans Tezi
34. Nyaupane G. P, V. Teye ve C. Paris (2008). "Innocents Abroad: Attitude Change Toward Hosts". *Annals of Tourism Research*, 35:3, 650-667
35. Oneal, J., B. Russett, ve M. Berbaum (2003). "Causes of Peace: Democracy, Interdependence, and International Organizations, 1885-1992". *International Studies Quarterly*, 2003:47, 371-393.
36. Richardson, L. ve N. Rashevsky (2012). *Arms and Insecurity: A Mathematical Study of the Causes Origins of War*. Montana: Literary Licensing.
37. Rousseau, J. (1990). *İnsanlar Arasındaki Eşitsizliğin Kaynağı ve Temelleri Üzerine Nutuk*. İstanbul: Bilge Kültür Sanat Yayınları
38. Rousseau, J. (2013). *Toplum Sözleşmesi*. İstanbul: Türkiye İş Bankası Kültür Yayınları
39. Salazar, N. B. (2006). "Building a 'Culture of Peace' Through Tourism: Reflexive And Analytical Notes And Queries". *Universitas Humanística*, 2006:62, 323-327
40. Shin, Y. (2008). "Peace and Tourism vs. Tourism and Peace: Conceptual Issues". *International Journal of Hospitality and Tourism Systems*, 11, 25-31
41. Sonmez, F. S. ve Y. Apostolopoulos (2008). "Conflict Resolution Through Tourism Cooperation? The Case of the Partitioned Island-State of Cyprus". *Journal of Travel and Tourism Marketing*, 9:3, 35-48
42. Theobald, W. F. (1998). *Global Tourism*. Burlington: Butterworth-Heinemann Publishing
43. Thucydides (2009). *The Peloponnesian War*. New York: Oxford University Press.



44. Toskay, T. (1978). *Turizm, Turizm Olayına Genel Yaklaşım*. İstanbul: İstanbul Üniversitesi İktisat Fakültesi Yayınları
45. Uçkun, S. (2004). *İşletme ve İşletme Türleri: Turizm İşletmeleri*. İstanbul: Değişim Yayınları
46. Waltz, K. (1962). "Kant, Liberalism, and War". *The American Political Science Review*, 56:2, 331-340
47. Yalvaç, F. (2007). "Rousseau'nun Savaş ve Barış Kuramı: Adalet Olarak Barış". *Uluslararası İlişkiler Dergisi*, 4:14, 121-160
48. Yiğit, C. ve S. Gürel, (2020). "Morgenthau, Tutucu Aktör ve Düzensiz Göç: Türkiye'nin Ortadoğu Stratejisinin Göç Alan Ülke Olmasıyla İlişkisi". *Research Studies Anatolia Journal*, 3:2, 142-155
49. Yu L. (1997). "Travel between politically divided China and Taiwan. Asia Pacific". *Journal of Tourism Research*, 2:1, 19-28
50. Web 1: <http://quantpsy.org/sobel/sobel.htm> (Date of access: 21.05.2020)